LISTING OF THE CLAIMS

This listing of claims will replace all prior versions, and listings, of claims in the application:

Claims 1-89 (canceled).

90. (currently amended)   A method for searching for information via a network comprising the steps of:

(a) storing, on one or more processor readable media that are operatively coupled to one or more processors, at least one database comprising:

> (i) electronic trait information comprising information representing traits of a plurality of persons;

> (ii) electronic preference information comprising information representing preferences of the plurality of persons; and

> (iii) electronic advertiser relevant information comprising information related to one or more of products and services associated with one or more advertisers and further related to at least one of trait and preference valued by at least one of the one or more advertisers;

(b) receiving, via a communication device that is operatively connected to the one or more processors, a first electronic request for information, from a first user computing device operated by a first user, about at least one person within a first demographic, wherein the first demographic is defined by at least a first group of one or more of traits and preferences stored in the at least one database;

(c) determining, by the one or more processors, first electronic responsive information that comprises information which is at least responsive to the first electronic request;

(d) transmitting, via the communication device to the first user computing device, the first electronic responsive information;

(e) generating, by the one or more processors, first electronic fact information using the advertiser relevant information in case electronic trait information and electronic preference information associated with the first user corresponds with the at least one of trait and preference valued by the at least one of the one or more advertisers, wherein the first electronic fact

information relates to the first electronic responsive information and further relates to a second demographic defined by at least a second group of one or more of traits and preferences stored in the at least one database, and further wherein at least one trait or preference of the second demographic is not included in the first demographic <u>defined by the first request for electronic information</u>; and

(f) transmitting, via the communication device, to the first user computing device, the first electronic fact information.

91. (previously presented) The method of claim 90, wherein the method for searching is performed on at least one selected from a group consisting of: at least one wide area network, at least one local area network, and the Internet.

92. (previously presented) The method of claim 90, further comprising the steps of:

(g) determining, by the one or more processors, second electronic fact information that comprises information related to at least one or more of traits and preferences of the first demographic; and

(h) transmitting, via the communication device, to the first user computing device, the second electronic fact information.

93. (previously presented) The method of claim 90, wherein the first electronic fact information further comprises a second electronic request for information valued by the at least one of the one or more advertisers.

94. (previously presented) The method of claim 93, further comprising the step of:

(g) receiving, via the communication device, second electronic responsive information, from the first user computing device operated by the first user, wherein the second electronic responsive information is at least responsive to the second electronic request.

95. (previously presented) The method of claim 90, wherein the advertiser relevant information is paid for by the at least one of the one or more advertisers.

96. (previously presented) The method of claim 90, wherein the first electronic fact information is paid for by the at least one of the one or more advertisers.

97. (previously presented) The method of claim 90, wherein the first electronic fact information further comprises at least one statement of fact that comprises at least one trait or preference from the second demographic that relates to at least one brand of good or service associated with the one or more advertisers.

98. (previously presented) The method of claim 90, wherein at least one of the first electronic responsive information and first electronic fact information comprises a link to a website operated by the one or more advertisers in connection with the advertiser relevant information.

99. (previously presented) The method of claim 90, wherein the generating of step (e) further comprises correlating the electronic trait information and the electronic preference information associated with the first user with the at least one of trait and preference valued by the at least one of the one or more advertisers.

100. (previously presented) The method of claim 99, wherein the electronic trait information and the electronic preference information associated with the first user is stored in the at least one database.

101. (previously presented) The method of claim 99, wherein at least one of the electronic trait information and the electronic preference information associated with the first user is identified in response to electronic information provided from the first user computing device.

102. (previously presented) The method of claim 90, wherein at least some of the first electronic fact information is provided electronically by an advertiser.

103. (previously presented) The method of claim 90, wherein the first electronic fact information further comprises editorial comments with Internet links.

104. (previously presented) The method of claim 90, wherein at least one person within the first demographic is not within the second demographic.

105. (previously presented) The method of claim 90, wherein at least one person within the first demographic is within the second demographic.

106. (previously presented) The method of claim 90, wherein no person within the first demographic is within the second demographic.

107. (previously presented) The method of claim 90, wherein at least one trait or preference of the second demographic is included in the first demographic.

108. (previously presented) The method of claim 90, wherein at least one trait or preference in the second group is not relevant to the at least one of trait and preference valued by the at least one of the one or more advertisers.

109. (previously presented) The method of claim 90, wherein at least one trait or preference in the second group is relevant to the at least one of trait and preference valued by the at least one of the one or more advertisers.

110. (previously presented) The method of claim 90, wherein the transmitting steps of steps (d) and (f) occur at substantially the same time.

111. (previously presented) The method of claim 90, wherein the transmitting steps of steps (d) and (f) occur at different times.

112. (previously presented) The method of claim 90, wherein the transmitting steps of steps (d) and (f) are combined as a single operational step.

113. (previously presented) The method of claim 90, wherein the determining and generating steps of steps (c) and (e), respectively, are performed at substantially the same time.

114. (previously presented) The method of claim 90, wherein the determining and generating steps of steps (c) and (e), respectively, are performed at different times.

115. (previously presented) The method of claim 90, wherein the determining and generating steps of steps (c) and (e), respectively, are combined as a single operational step.

116. (previously presented) The method of claim 90, wherein at least one of the transmitting steps of steps (d) and (f) is performed prior to the generating step of step (e).

117. (previously presented) The method of claim 90, wherein at least one of the transmitting steps of steps (d) and (f) is performed subsequent to the generating step of step (e).

118. (previously presented) The method of claim 92, wherein the steps of (g) and (h) occur before the step of (e).

119. (previously presented) The method of claim 92, wherein the steps of (g) and (h) occur after the step of (e).

120. (previously presented) The method of claim 92, wherein the steps of (g) and (h) occur after the step of (f).

121. (previously presented) The method of claim 90, wherein the first electronic fact information further comprises information which has not been requested by the first user computing device.

122. (previously presented) The method of claim 90, wherein the at least one person within the second demographic is a type of person having at least one of the traits or preferences defined in the second demographic.

123. (previously presented) The method of claim 90, wherein the at least one person within the second demographic is one or more particular person.

124. (currently amended) A system for searching for information via a network, the system comprising:

(a) one or more processor readable media;

(b) one or more processors operatively coupled to the one or more processor readable media;

(c) at least one database stored on the one or more processor readable media, the at least one database comprising:

(i) electronic trait information comprising information representing traits of a plurality of persons;

(ii) electronic preference information comprising information representing preferences of the plurality of persons; and

(iii) electronic advertiser relevant information comprising information related to one or more of products and services associated with one or more advertisers and further related to at least one of trait and preference valued by at least one of the one or more advertisers;

(d) said one or more processor readable media having instructions for causing the following steps to be performed by the one or more processors:

(i) receiving, via the communication device that is operatively connected to the one or more processors, a first electronic request for information, from a first user computing device operated by a first user, about at least one person within a first demographic, wherein the first demographic is defined by at least a first group of one or more of traits and preferences stored in the at least one database;

(ii) determining, by the one or more processors, first electronic responsive

information that comprises information which is at least responsive to the first electronic request;

(iii) transmitting, via the communication device to the first user computing device, the first electronic responsive information;

(iv) generating, by the one or more processors, first electronic fact information using the advertiser relevant information in case of trait information and preference information associated with the first user corresponds with the at least one of trait and preference valued by the at least one of the one or more advertisers, wherein the first electronic fact information relates to the first electronic responsive information and further relates to a second demographic defined by at least a second group of one or more of traits and preferences stored in the at least one database, and further wherein at least one trait or preference of the second demographic is not included in the first demographic defined by the first request for electronic information; and

(v) transmitting, via the communication device, to the first user computing device, the first electronic fact information.

125. (currently amended) The system of claim [[24]]124, wherein the network is at least one selected from a group consisting of: at least one wide area network, at least one local area network, and the Internet.

126. (previously presented) The system of claim 124, wherein the one or more processor readable media further have instructions for causing the one or more processors to perform the steps of:

(c)(vi) determining, by the one or more processors, second electronic fact information that comprises information related to at least one or more of traits and preferences of the first demographic; and

(c)(vii) transmitting, via the communication device, to the first user computing device, the second electronic fact information.

127. (previously presented) The system of claim 124, wherein the first electronic fact information further comprises a second electronic request for information valued by the at least one of the one or more advertisers.

128. (previously presented) The system of claim 127, wherein the one or more processor readable media further have instructions for causing the one or more processors to perform the step of:

receiving, via the communication device, second electronic responsive information, from the first user computing device operated by the first user, wherein the second electronic responsive information is at least responsive to the second electronic request.

129. (previously presented) The system of claim 124, wherein the advertiser relevant information is paid for by the at least one of the one or more advertisers.

130. (previously presented) The system of claim 124, wherein the first electronic fact information is paid for by the at least one of the one or more advertisers.

131. (previously presented) The system of claim 124, wherein the first electronic fact information further comprises at least one statement of fact that comprises at least one trait or preference from the second demographic that relates to at least one brand of good or service associated with the one or more advertisers.

132. (previously presented) The system of claim 124, wherein at least one of the first electronic responsive information and first electronic fact information comprises a link to a website operated by the one or more advertisers in connection with the advertiser relevant information.

133. (previously presented) The system of claim 124, wherein the generating of step (d)(iv) further comprises correlating the electronic trait information and the electronic preference information associated with the first user with the at least one of trait and preference valued by

the at least one of the one or more advertisers.

134. (previously presented) The system of claim 133, wherein the electronic trait information and the electronic preference information associated with the first user is stored in the at least one database.

135. (previously presented) The system of claim 133, wherein at least one of the electronic trait information and the electronic preference information associated with the first user is identified in response to electronic information provided from the first user computing device.

136. (previously presented) The system of claim 124, wherein at least some of the first electronic fact information is provided electronically by an advertiser.

137. (previously presented) The system of claim 124, wherein the first electronic fact information further comprises editorial comments with Internet links.

138. (previously presented) The system of claim 124, wherein at least one person within the first demographic is not within the second demographic.

139. (previously presented) The system of claim 124, wherein at least one person within the first demographic is within the second demographic.

140. (previously presented) The system of claim 124, wherein no person within the first demographic is within the second demographic.

141. (previously presented) The system of claim 124, wherein at least one person within the first demographic is within the second demographic.

142. (previously presented) The system of claim 124, wherein at least one trait or preference of the second demographic is included in the first demographic.

143. (previously presented) The system of claim 124, wherein at least one trait or preference in the second group is not relevant to the at least one of trait and preference valued by the at least one of the one or more advertisers.

144. (previously presented) The system of claim 124, wherein at least one trait or preference in the second group is relevant to the at least one of trait and preference valued by the at least one of the one or more advertisers.

145. (previously presented) The system of claim 124, wherein the transmitting steps of steps (d)(iii) and (d)(v) occur at substantially the same time.

146. (previously presented) The system of claim 124, wherein the transmitting steps of steps (d)(iii) and (d)(v) occur at different times.

147. (previously presented) The system of claim 124, wherein the transmitting steps of steps (d)(iii) and (d)(v) are combined as a single operational step.

148. (previously presented) The system of claim 124, wherein the determining and generating steps of steps (d)(ii) and (d)(iv), respectively, are performed at substantially the same time.

149. (previously presented) The system of claim 124, wherein the determining and generating steps of steps (d)(ii) and (d)(iv), respectively, are performed at different times.

150. (previously presented) The system of claim 124, wherein the determining and generating steps of steps (d)(ii) and (d)(iv), respectively, are combined as a single operational step.

151. (previously presented)   The system of claim 124, wherein at least one of the transmitting steps of steps (d)(iii) and (d)(v) is performed prior to the generating step of step (d)(iv).

152. (previously presented)   The system of claim 124, wherein at least one of the transmitting steps of (d)(iii) and (d)(v) is performed subsequent to the generating step of step (d)(iv).

153. (previously presented)   The system of claim 126, wherein the steps of (d)(vi) and (d)(vii) occur before the step of (d)(iv).

154. (previously presented)   The system of claim 126, wherein the steps of (d)(vi) and (d)(vii) occur after the step of (d)(iv).

155. (previously presented)   The system of claim 126, wherein the steps of (c)(vi) and (c)(vii) occur after the step of (d)(v).

156. (previously presented)   The system of claim 124, wherein the first electronic fact information further comprises information which has not been requested by the first user computing device.

157. (previously presented)   The system of claim 124, wherein the at least one person within the second demographic is a type of person having at least one of the traits or preferences defined in the second demographic.

158. (currently amended) A system for providing information to a requestor, the system comprising:

(a) a web site linked to the internet being adapted to receive a first electronic request for information from a user of a first computing device in response to a prompt to perform a search, wherein the first electronic request is about at least one person within a first demographic;

(b) a processor operatively coupled to the web site; and

(c) one or more databases linked to the processor, the one or more databases containing data related to:

   (i) traits of a plurality of persons;

   (ii) preferences of the plurality of persons; and

   (iii) one or more of products and services associated with one or more advertisers and further related to at least one of trait and preference valued by at least one of the one or more advertisers;

wherein the processor is adapted to:

   (1) identify the first demographic by at least a first group of one or more of traits and preferences stored in the at least one database;

   (2) generate and transmit to the first user computing device first electronic responsive information that comprises information that is at least responsive to the first electronic request; and

   (3) generate and transmit to the first user computing device first electronic fact information in case trait information and preference information associated with the first user corresponds with the at least one of trait and preference valued by the at least one of the one or more advertisers, wherein the first electronic fact information relates to the first electronic responsive information and further relates to a second demographic identified by at least a second group of one or more of traits and preferences stored in the one or more databases, and further wherein at least one trait or preference of the second demographic is not included in the first demographic defined by the first request for electronic information.

159. (previously presented) The system of claim 158, wherein the processor is further adapted to generate and transmit to the first user computing device second electronic fact information that comprises information related to at least one or more of traits and preferences of the first demographic.